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China, Peoples Republic of

Exporter Guide

The Fourth Report of the Product Assessment

Support Services (PASS)

2003

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Report Highlights:

This is the fourth report of ATO Guangzhou's Product Assessment Support Services (PASS). The assessed product is a set of potato snack food which have great sales potentials in South China. The assessment provides basic information on potential buyers, current major competitors as well as suggested retail prices for this product.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Guangzhou [CH3], CH

This is the fourth report of the Product Assessment Support Service (PASS) of ATO Guangzhou. Only one U.S. food manufacturer submitted a set of products for assessment. The products have great sales potentials in South China. The assessment provides basic information on potential buyers, current major competitors as well as suggested retail prices for this product.

The assessed product is a set of potato snack food with different flavors.

Product Assessment Report

Product	Importer A	Importer B	Importer C	ATO Marketing Report
Potato Snack Food	This kind of product has great sales potentials in China. Has competitive advantage over other similar products. Major competitors: Pringles (USA) and Calbee (Japan) Suggest retailing not to exceed RMB7 yuan per 141g.	Has great sales potentials in the Guangzhou market. Major competitors: Pringles (USA), Calbee (Japan) and Lili (China). Suggest retailing not to exceed RMB3 yuan per 50g.	This high quality product has great sales potentials in the Shenzhen market. However, packaging in the size of 113g and 397g is not suitable for the Chinese consumer's need. Major competitors: Pringles (USA) and Lay's (USA) Suggest retailing not to exceed RMB5 yuan per 50g or RMB14 yuan per 184g.	Pringles (USA) and Calbee (Japan) are the leading brands in the local market for many years. Average price: RMB15 yuan per 184g for Pringles and RMB14 yuan per 110g for Calbee.
Notes: 1) The exchange rate is US\$1.00=RMB8.265 yuan. 2) ATO Marketing Report is based on staff visit to the Grandbuy Department Store, the Friendship Store, the Trust-Mart Hypermarket, the Jusco Supermarket, the Carrefour Hypermarket and the Huarun Wanjia Hypermarket in Guangzhou.				

About the Importers:

Importer A has been in the food products business for many years. He established a food processing, packaging, and distribution company in Zhuhai of Guangdong province in 1995. He is serving as an agent for several well-known products from various countries. His company is especially strong in the promotion and sales of snack, candy, and chocolate. It has a subsidiary company in the United States. The importer is a frequent traveler to the United States.

Importer B has been in the family-owned food products business for many years. He learned his trade from his mother and is now a key member of the family business. His import and export company was established in Guangzhou in 1991. Since then the company has handled (represented)

more than 400 different items. The Guangzhou company has a subsidiary in the United States. The importer travels between China and the United States frequently to source new products.

Importer C is a buying manager with many years experience in retail market. The company she works for is one of the biggest supermarkets in South China with 17 chain stores.

The Importers are available to serve as agents/distributors of U.S. food products and are also prepared to recommend other local importers to serve similar functions. U.S. exporters interested in using their services as agents may contact them through the Agricultural Trade Office in Guangzhou.

Contact

If you are interested to know more about or to utilize the Product Assessment Support Services (PASS), contact the U.S. Agricultural Trade Office, China Hotel Office Tower, 14th Floor, Liu Hua Lu, Guangzhou, China 510150. Attention: Ms. Sharon Zhang. You can fax your expression of interest to 011-8620-8666-0703.